

K A N S - WICHITA KANSAS

October 13, 1950

TO:

RE: KANS PROGRAMMING

Minneapolis has its Cedric Adams. Charlotte has its Grady Cole, Buffalo has its Clint Buehlman - - - and now - - - WICHITA has ITS "Mr. Radio"! Now in the 8:00 to 9:00 AM period Monday through Saturday on KANS is Mr. Vernon E. "Pappy" Reed, Master of the quite suitable ceremonies on "The Pappy Reed Show"!

While there's nothing new and startling about the title there is plenty new and exciting about the program - - - in the Wichita area. And thats just the very rich and hustling territory we are concerned with.

Pappy is perhaps the best known and best like radio personality in town. In 1927 he entered the ranks of professional entertainers when he joined a Chautauqua troop, one of whose members was the Honorable Alben W. Barkley. Pappy's been a showman ever since. (Guess you can say the same for Barkley.) He started in Wichita radio in 1928, becoming program director of KFH 10 years ago. Two years ago he moved over to KANS to fill the same position. One of his many "great moments" came when Philips Lord asked him to give the "Seth Parker" program a trial run in Wichita

before he offered it to the Network. "Pappy" was radio's first Seth Parker - - - which may have had a great influence in his becoming a lovable guy that "everybody admires and respects".

Now, after a long, long time 'Pappy' has his own show again - - - perhaps his greatest - - - for the "Pappy Reed Show" is a natural! It's "mostly music", spiced up with a bit of home-spun philosophy, some amusing anecdotes, the time, temperature, and news about Wichita and the folks who make it the "best dern town in the U.S.A.".

The whole show is loaded with local interest! Deserving citizens get a pat on the back ... town "eye-sores" get a kick in the pants ... mothers and fathers hear their grade school sons and daughters sing "America The Beautiful" during a morning school exercise ... and when the Vice President came to town last Saturday he was a guest on 'Pappys' show and for the first time told in public how his romance with Mrs. Hadley started.

You'll note in the latest Hooper that KAKE, with an hour of nothing but records from 8:00 to 9:00 AM, beats the "Breakfast Club" during two of its four quarter-hours. The "Pappy Reed Show" with its music plus "action" -- is a natural if there ever was one and its catching on like a wildfire!

It's available for minute participations - live or transcribed - at regular card rates.

So now ... look at that schedule! From 6:00 AM to Midnight it's the strongest one we ever saw and the people of the Wichita area will back us up by their purchases! Bring 'em on.

Best regards,

Dudley

Dudley Tichenor
Commercial Manager

P. S. Audition platters and Talent File sheets are in the works.

DT:bm